

NEW SURVEY UNVEILS EMAIL USERS' PERCEPTIONS AND BEHAVIORS REGARDING SPAM AND REQUESTED EMAIL

-- Email Users Favor Delete Key, Would Prefer Unsubscribe Option from ISPs and Express Interest in Improved Delivery of Critical Communications According to Bigfoot Interactive/RoperASW Results --

NEW YORK - May 1, 2003 - Bigfoot Interactive, the leading provider of strategic, ROI-focused email communication solutions and marketing automation technologies, today announced the results of its first nationwide survey on email. The Bigfoot Interactive OmniTel telephone survey, conducted across users with home Internet access by RoperASW, explores consumer perceptions, behaviors and interests in regard to receiving, unsubscribing and using email communications in the face of the escalating national debate on "spam" - unsolicited bulk email.

According to the Bigfoot Interactive survey, the majority of email users turned to the delete key as their preferred method of eliminating all types of unwanted email, including both unsolicited and solicited. However, the survey did uncover a greater percentage of consumers using the block feature, setting a filter or clicking on "Report Spam" or "This is Spam" buttons/links as their preferred way of eliminating unwanted, unsolicited email sent without an existing business relationship in comparison to that of other types of email communications. In addition, email users expressed clear email and inbox preferences to further distinguish critical requested email communications from other types of emails received.

Survey highlights include:

Email Users Take More Aggressive Actions To Stop Unwanted, Unsolicited Email

- While in all instances "Delete" is the most preferred method for eliminating all types of unwanted email, a significantly greater percentage of email users indicated the use of the block feature, setting a filter or using the "Report Spam" or "This is Spam" button/link for unsolicited email without an existing business relationship compared to other types of emails

- The highest use of new spam reporting tools like the "Report Spam" or "This is Spam" button/link as a preferred method to eliminate unwanted email occurred with unsolicited pornography (4.8%). In addition, women were nearly twice as likely to use the "Report Spam" or "This is Spam" button/link (6.2% women vs. 3.4% men) or set a filter against pornography (6.1% women vs. 3.1% men). The lowest preferred use for such tools was for unwanted marketing or promotional messaging that was originally requested (permission-based) (0.8%).

- 79% of email users agreed that their ISP or email service provider should treat unsolicited email containing pornography differently than other types of unsolicited email

Email Users Distrust Unsubscribe Process

- 57.7% of respondents agreed that attempting to unsubscribe from unwanted emails has resulted in receiving additional unwanted email

- 89.7% of respondents agreed that they would prefer that their ISP or email service provider include an unsubscribe option that would safely remove them from email lists

"False Positive" Concerns Persist

- 38.2% of respondents agreed that they recently have not received a requested email sent to them by a trusted source (such as a friend, family member or company with which they have a business relationship)

- 28.6% of respondents agreed that a requested communication from a trusted source was delivered to a junk mail folder

High Interest In Separate Folders and Guaranteed Delivery

- 52.3% of respondents agreed that they would prefer to have billing alerts and critical service-oriented emails sent to a separate folder

- 50.4% of respondents agreed that they would subscribe to a free service that guaranteed the delivery of critical communications such as billing alerts

"The continued growth of spam is a serious concern for the entire interactive community," said Al DiGuido, CEO of Bigfoot Interactive. "This survey reinforces the call for ISPs, email account providers, marketers, legislators and also consumers to band together in a concerted, cohesive effort to eliminate spam and improve the overall email user experience. In addition, the survey also demonstrates an enormous need for consumer education in the marketplace so that consumers can better distinguish and appropriately respond to different types of unwanted email communications."

DiGuido continued: "In revealing consumers' overwhelming demand that unsolicited email containing pornography should be treated differently by ISPs compared to other types of email, the survey points to a clear need for the federal government to include provisions in legislation specific to unsolicited email containing pornography. Proposed legislation under consideration on Capital Hill falls short of consumers' expectations in this case."

To receive a complete summary of the findings of the survey, please email Ari Osur at aosur@bigfootinteractive.com. The survey is based on interviews conducted from April 25-27, 2003. A total of 1,023 interviews were completed, 534 with female adults and 489 with male adults, all 18 years of age and older. Findings are based on 474 adults with Internet access at home. The margin of error is +/- 5 percent.

Al DiGuido is a panel member at the Federal Trade Commission Spam Forum in Washington, D.C., April 30 to May 2, 2003.

About Bigfoot Interactive

Bigfoot Interactive (www.bigfootinteractive.com) is the leading provider of strategic, ROI-focused email communication solutions and marketing automation technologies. Through its combination of innovative technologies, professional services and vertical market expertise, Bigfoot Interactive helps marketers acquire, grow and retain profitable customer relationships through highly relevant and personalized email communications. The company's end-to-end suite of industry-specific products and services includes scalable email delivery technology, marketing automation tools, turnkey integration solutions, strategic consulting, and creative expertise to produce email programs that generate measurable results throughout the customer lifecycle. Since 1997, Bigfoot Interactive has developed successful permission-based email programs for more than 150 top companies, including American Honda Motor Co., The Washington Post.Newsweek Interactive, and MCI. Privately held and based in New York, the

company's investors include JPMorgan Partners, Flatiron Partners, Hudson Ventures, Mitsui & Co., Grey Ventures, HPJ Media Ventures and Syndicat Technologies.

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